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Effect of Training Towards Emotional Intelligence (EQ) And Entrepreneur Culture: An Analysis

Jimisiah Jaafar^a, Sallaudin Hassan^b, Hamdan Abdul Kadir^c and Halimah Mohd Yusof^d^{a,b}Universiti Kuala Lumpur-MITEC, Persiaran Sinaran Ilmu, 81750 Bandar Seri Alam, Johor Bahru, Johor, Malaysia^{c,d}Universiti Teknologi Malaysia, Jalan Skudai, 81200, Johor, Malaysia

Abstract

This study was to determine the effect of training on emotional intelligence (EQ) and entrepreneur cultural as an analysis among entrepreneurs. Emotional intelligence (EQ) and entrepreneur cultural was associated with entrepreneurs. Among the success factors of entrepreneurs is to have a high level of emotional intelligence (EQ). Apart from having a high level of education, having a high level of emotional intelligence (EQ) can also help a person become more successful as an entrepreneur to compare with other entrepreneurs who have low emotional intelligence (EQ) as both should be balanced. With a high emotional intelligence (EQ), an entrepreneur can manage the business more orderly and disciplined. This will create a positive entrepreneurial culture. They can also adapt them in whatever situation to continue to manage the business and solve the problem in the best way. Entrepreneur culture is about behaviors and activities in managing the entrepreneur business. Those activities will later determine the success of failure rate of the entrepreneurs. Entrepreneurs should strive to improve their emotional intelligence (EQ) and discipline to succeed in any field of work, especially when facing the situations that require competence to decide the best option. Hence, emotional intelligence (EQ) affects the way entrepreneurs run their business. Entrepreneurs need to perform the activities to move forward in a positive and sustainable competition. Training will be given to the experimental group to determine the difference before and after the training. Tests will be done through the pre and post-test. Two groups will be selected through a random match selection which will be known as the experimental group and the control group. Only the experimental group will be trained. However, both groups will be given a questionnaire for pre and post-test. Results will be discussed further in future research paper.

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1. Introduction

Entrepreneurship is an area which requires high emotional force and strong mental endurance. A person who chooses entrepreneur as a career should have a competitive attitude and competence to solve any challenges ahead. Their high emotional intelligence (EQ) can provide positive input in the development of individuals and help them to become more sensitive to any changes, especially in terms of culture and social entrepreneurs. This article will analyze in detail the effects or relationship between the emotional intelligence (EQ), entrepreneurs culture and entrepreneurs.

2. Emotional intelligence (EQ)

Emotional intelligence (EQ) is said to provide personal characteristics which are not significantly important for the psychological and emotional development of each individual (Lyons, J. B & Schneider, TR, 2005). Emotional intelligence (EQ) has become very popular in business since the publication of Goleman entitled '*emotional intelligence (EQ)*' was published in 1995. It is believed that emotional intelligence (EQ) is the basis of many personal qualities such as self-respect, self-motivation, self-determination, to understand their own abilities and have a good relationship with other (Cherniss and Adler, 2000).

In addition, Cross and Trivaglione (2003) state that emotional intelligence (EQ) is an important factor in creating a successful work environment. Thus, emotional intelligence (EQ) must be carefully studied and understood in order to get great benefits from it. Further, the definition of emotional intelligence (EQ) has been provided by Mayer, Roberts and Barsade as 'Emotional intelligence (EQ) involves the ability to carry out proper consideration of the emotions and the ability to use emotions and emotional knowledge to enhance thought.'

Theory shows that emotional intelligence is complicated because it involves the ability to understand and communicate with others (Assanova and McGuire, 2009). As a result, there are many different definitions of emotional intelligence based on each line of research work.

1930	Edward Thorndike describes the concept of "social intelligence" as the ability to seek cooperation with others.
1940	David Wechsler suggests that affective components of intelligence may be important for success in life.
1950	Psychologist Abraham Maslow describes humanity as how people can build emotional strength. 1975 Howard Gardner publishes <i>The Shattered Minds</i> , which introduced the concept of intelligence, various or multiple intelligences.
1985	Wayne Payne introduces emotional intelligence (EQ) in his doctoral dissertation titled: "A study of emotion: developing emotional intelligence (EQ) by integrating themselves; associated with fear, pain and desire (theory, structure of reality, problem solving, / contraction / coordination in / out / release) (theory, structure of reality, problem-solving, contraction / expansion, tuning in / coming out / letting go)."
1987	An article published in <i>Mensa Magazine</i> , Keith Beasley has used "Emotional Intelligence (EQ)." He expects that he has proposed as a first EQ or published for the first time this term, although Reuven Bar-On (EQ-i) claims that he is the one uses term 'EQ' in unpublished version in fulfillment of his degree thesis.
1990	Psychologists Peter Salovey and John Mayer publish a fundamental reference articles, "Emotional Intelligence (EQ)," in the journal <i>Imagination, Cognition and Personality</i> .
1995	The concept of Emotional Intelligence (EQ) is popularized after publication psychologists else and in the <i>New York Times</i> , "Emotional Intelligence" written by a member of the Science named Daniel Goleman in his popular book, namely: <i>Why It Can Matter More Than IQ?</i>

According Salover and Mayer, 1990, between the characteristics of EQ are:

- Ability to identify own emotions
- Ability to manage emotions
- Improve self-motivation skills
- Ability to control the emotions of others
- Ability to establish fraternity.

While Goleman (1998) also defines emotional intelligence as the ability to identify self-emotions and others, to motivate yourself and managing emotions well in ourselves in the construction of interpersonal relations that can be categorized into five (5) dimensions of EQ as:

1. Self-awareness - observing yourself and recognizing your feelings; determine the relationship between thoughts, feelings and reactions.
2. Self-control - to manage the situation, and the pressure of an internal source.
3. Self-motivation - emotions that lead trends or facilitate the achievement of goals.
4. Empathy - Understanding the feelings and problems of others and think of their point of view; feelings of differences on various issues.
5. Social skills - Communication skills and the ability to help others manage their emotions.

According to Goleman (1995), EQ is associated with specific experience acquired in the form of positive and negative traits. EQ / EI can be divided into four aspects, namely:

- Evaluation and expression of emotions
- Emotions and decision making
- Knowledge of emotions
- Management of emotions

EQ definition given by Murray (1998) also showed that EQ is the ability to constrain the feelings or negative emotions such as anger and anxiety and focus on positive feelings and confidence.

Moreover McGarvey (1997) states that there are four competencies that must be owned to increase an individual's EQ, which are the ability to control impulses, emotional impulse, to be in a state of frustration and motivated despite being empathize with others. Accordingly, the EQ is the ability to feel, understand and apply them effectively. According to Sawaf Cooper (1997), good judgment is described as a source of energy, information, communication and human influence.

In summary, the organization of EQ can be defined as a mechanism or internal capacity of an individual that exists to manage and control their feelings (the manager) and others (employees) which simultaneously give a positive impetus towards creating a human relationship that can lead to the achievement of goals as well as the effectiveness of the organization.

3. Entrepreneur Culture

The effort in inculcating entrepreneurship culture among Malaysian has been instilled by the Ministry of Education since the primary level of schooling. This is viewed as a platform for future young entrepreneurs. This entrepreneurial culture has begun to be inculcated as early as the primary school by introducing elements of entrepreneurship in Mathematics subject. Then it is applied in the lower secondary school level through the Integrated Living Skills/*Kemahiran Hidup Bersepadu*. The subject was introduced in 1991. This entrepreneurial culture continues to high schools where students are given the opportunity to participate in trade and ideally entrepreneurship education. Thus, through entrepreneurship education in schools, students will be formed as potential job creators and not as a job seeker.

Analysis shows that the decision to establish a business is based on an understanding of entrepreneurial activity. Self-employment and business ownership is a realistic option, especially for students who have technical and vocational skills. Entrepreneurial culture can be summed up as a way of thinking, attitudes, norms and behaviors that are owned and practiced by entrepreneur individually. Entrepreneurial culture will shape the attitudes of an entrepreneur. State or community that has a strong entrepreneurial culture oriented will be more successful and prosperous in comparison with countries that have less entrepreneurial culture.

Exposure to entrepreneurship oriented culture is meeting the intent and objectives of the government to create a society that is competitive and resilient first class in the country's human capital development (Ahmad Esa, 2012).

“In entrepreneurship and management literature, entrepreneurial orientation (EO) is considered the important concept for the firm strategy making. EO refers to the decision making styles, practices, process and behaviors that leads to ‘entry’ into new or established markets with new or existing goods or services.” (Lumpkin and Dess; Wiklund and Shepherd 2003; Walter et al 2006)

Entrepreneurial orientation (EO) from the perspective of Islam also is a concept in the innovation process to develop soft entrepreneurial strategy motivated by competition towards obtaining divine pleasure (Abdul Sami Al-Misri, Translation: Ahmad Hj. Riza. 1993). EO refers to a style of decision-making, practices, processes and behaviors with purely moral influence to lead to new markets or to find goods or services available to the new one with the intention to achieve prosperity for all people simply because God exemplified integrity and morality in Rasulullah business (Prof. Dr Ab. Ab Ghani Mumin Suhaili Sarif, 2005).

“Katakanlah, sesungguhnya sembahyangku, ibadatku, hidupku dan matiku semuanya kerana Allah, Tuhan semesta alam. Tiada baginya sekutu dan dengan demikian aku disuruh dan aku orang yang mula-mula Islam (tunduk kepada Allah)”

Within the framework of a descriptive approach to entrepreneurship "sub-culture", Max Weber (1917), among others, the evolutionist approach and defines the culture of entrepreneurship as one of the "power machine" generating Western modernity. This is supported by the latest western researchers who have made a study of the behavior of entrepreneurs: *Entrepreneurs and evolutionary biology: The relationship between testosterone and new venture creation*:

“Accordingly, how we behave is, at least in part, affected by the evolutionary history of our species. This research uses evolutionary psychology as the theoretical perspective for exploring the relationship between a heritable biological characteristic (testosterone level) and an important business behavior (new venture creation).” (Roderick E. White, Stewart Thornhill, Elizabeth Hampson, 2006)

Culture is a pattern of daily behavior practiced by any individual or group of individuals in dealing with matters of life. Pure cultures often influence patterns of individual behavior in the desired direction and accepted by the local community. The main drawback of *Bumiputera* entrepreneurs in business is because of lack of knowledge in the field of entrepreneurship. Assistant Rural Development Minister, Datuk Sairin Karno Liawan Ahli Dewan Undangan Negeri Liawan, said many *Bumiputera* entrepreneurs who act smart in theory but in terms of practicality or performance or business they fail (Utusan Malaysia, March 3, 2012).

The study found that 91 percent of their business failures caused by either vulnerability management administration, interpersonal problems, negligence and fraud (National Entrepreneurship Institute, 2012). The study concluded that efficient business management, effective marketing strategy and the ability to see changes in the future is an invaluable advantage for entrepreneurs in high-risk business. However, the weakness comes from the inability of an entrepreneur to evolve and further develop themselves as an entrepreneur with knowledge and skills to communicate, manage and decisions making, as a man who understands the responsibility to fulfill the natural disposition, and as people of faith, morality and serve.

Therefore, it can be concluded that in order to move towards a knowledge-based economy and innovation, Malaysia require a large number of entrepreneurs and world-class quality of which has the requisite knowledge, skills and personality in forming a harmonious culture.

4. Entrepreneur

There are many definitions of ‘entrepreneur’ terminology such as below:

Dictionary of New Edition of the Board	"One who undertakes an enterprise of the entrepreneur. Employers are intended as a massive job to make things work in business or industry in a big way. "
The Encyclopedia Americana International Edition	"Entrepreneur as a businessman who risked combining factors of production including capital, labor, materials and rewarded through profits from the market value of the goods."
Schumpeter, Joseph A., 1971	"A settler or innovators who can lead to a renewal."
Kirzner (1979)	Entrepreneur as someone who is always careful on the business opportunities that others cannot detect it. Entrepreneurs will also act imaginative, creative and innovative. He also noted that: "Entrepreneur is more than a just a risk-taker and innovator. He or she is the one who sees the future hat no one else has seen. If this perception is correct, bring about a reordering or resources to produce greater consumer satisfaction and technological efficiency"
Steven, Roberts & Grousbeck (1989)	Entrepreneur readiness to grab every opportunity by not taking into account the current resources available at the time.
Kuratko & Hodgetts (1992)	"The entrepreneur is one who undertakes to organize, manage and assume the risks of business."
Dollinger (1995)	The existence of the entrepreneur is not a new phenomenon, but it has existed since the immemorial time. However the concept and implementation in the past and the present in terms of creation and exploration.

‘Entrepreneur’ is a word of English coming from French namely '*entreprendre*' which means to take or attempt. From the definitions set out above, entrepreneurs need to follow closely the link of with business development, the formation and change in order to make a combination of truck in entrepreneurial activity. In sum, every individual has the opportunity to become entrepreneurs, but the difference between entrepreneurs and non-entrepreneurs is their preparation for combining the creativity, innovation, risk-taking and their determination.

4.1. Entrepreneurs In View Of Economist

According to Richard Cantillon in Hisrich & Peter (1998), entrepreneurs are individuals who are willing to take risks as well as from individuals who only provide capital for profit and quick return. From the view of economists, the entrepreneur is different from the capitalist where only provides capital to trade and at the same time exploit individuals to manage their capital. In addition, Cantillon customizes the entrepreneur as buyer agent of raw materials to produce products for the market. However, only entrepreneurs who do not know the real price of raw material will be accepted. Here is likely a risk or the price game by suppliers or middlemen. Nonetheless, everything depends on the ability and wisdom to deal with the entrepreneurs.

4.2. *Entrepreneurs According to Psychology Perspective*

De Vries in Dollinger (1995) in introducing Psychodynamic model has explained that the entrepreneur is a person who has not had the opportunity to get what he wanted during childhood, and this has caused him to rebel and find a way to fulfill his will. It is believed that entrepreneurs need to meet their needs and their future will be assured.

4.3. *Entrepreneurs According to Sociological Perspectives*

Max Weber (1958), a sociologist describes a successful entrepreneur is developed/created because religion learned by entrepreneurs and a strong grip on them, especially the Protestant religion. In a book entitled 'The Protestant Ethics and The Spirit of Capitalism' Weber also wrote about the entrepreneur model.

A prominent academic Gibbs (1972) has introduced a social development model for entrepreneurship in which any encounter by entrepreneurs will cause them to have to decide to get involve in business. The decision affects those who become entrepreneurs because it depends on the determination, personality and preparation for them before they get involved in the business world.

4.4. *Entrepreneurs in Islamic perspective*

Islam has recognized that entrepreneurship is one branch of worship which states 90% of the provision comes from entrepreneurship. In Islamic history, entrepreneurship started with Adam *A'laihissalam* where their two children, namely Habil had made agriculture as a source of business and Kabil in the field of livestock. History also shows that most of the prophets sent by Allah (SWT) had become entrepreneurs, whether as farmers, craftsmen and such as Prophet Muhammad (PBUH) who also involved in international trade.

5. Conclusion

This analysis explains the importance of having high emotional intelligence in determining the success of entrepreneurs and the management of the entrepreneurial activities to be more effective. The study also describes the brief history of emotional intelligence, cultural entrepreneurs and entrepreneurs as well as the relationship between emotional intelligence, cultural entrepreneurs and entrepreneurs. This research may also help a better understanding of the terminologies which can be used for future research.

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